

Case study – AUSTIN (USA)

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Description of Bicycle Share System

Name: B-Cycle (<http://austinbicycle.com/>)

In operation since: December 2013

Financing of the contract:

Funding for this program is provided by the Better Bike Share Partnership and Downtown Austin Alliance. The Better Bike Share Partnership is a JPB Foundation-funded collaboration between the City of Philadelphia, Bicycle Coalition of Greater Philadelphia, the National Association of City Transportation Officials (NACTO) and the PeopleForBikes Foundation to build equitable and replicable bike share systems.



Operational aspects

Technology: When returning the b-cycle, the bike needs to be pushed all the way into an open dock. You should hear 3 beeps and see the green light flash to confirm the return. Subscribers can opt into text messages and receive a text every time the b-cycle is properly docked.

Registration: To access the network of on-demand bicycle stations, purchase annual or monthly membership or 3-day access online. Or, purchase a 24-hour access at any of the stations. Annual and monthly members check out bikes by swiping their card at the dock next to the bike they wish to use. 24-hour and 3-day access pass holders swipe the credit card they used to purchase the pass at the station kiosk to check out a bike. When done riding, return the bike to any station in the system and push it into any empty dock in the station.

You can purchase a 24-hour access at any time at any of the B-station kiosks with a major credit card (Visa, Mastercard, Discover, and American Express.) When the kiosk screen asks if you wish to purchase a day pass, select "Yes". You will be asked to sign our user agreement and enter any promo code you might have. After prompted to swipe your card, you may choose any available bike. Your 24-hour access will start with this checkout, and you will use this same card any other time you wish to checkout a bike during that period. Our annual and monthly memberships and Weekender Pass (3-day access) must be purchased online.

Tariffs:

**plus tax*

Subscription	Costs	Rides	Extra Rates
Annually	\$80* (€75,80)	Unlimited rides up to 60 minutes (+ 5 minute grace period)	\$4* for every 30 minutes after the first 60 minutes
Monthly	\$11* (€10,42)	Unlimited rides up to 60 minutes (+ 5 minute grace period)	\$15 one-time fee \$4* for every 30 minutes after the first 60 minutes
3 Days	\$15* (€14,21)	Unlimited rides up to 60 minutes	\$4* for every 30 minutes after the first 60 minutes
Daily	\$12* (€11,37)	Unlimited rides up 60 minutes	\$4* for every 30 minutes after the first 60 minutes
Prepaid	\$10* (€9,47)	8 rides up to 30 minutes	

Additional fees:

- Abandoned bike or improper return: \$25* per hour (€23,69)
- Damage to bike: \$25-\$1299* (€23,69-€1230,77)
- Lost B-card: \$5* (€4,74)
- Lost key: \$10* (€9,47)

Operational key figures:

There is a location map for current B-stations. B-Cycle launched with 11 station on December 21, 2013 and have since continued to grow to more than **51 stations**. There's a printed system map at each station and the B-cycle app for iPhone or for Android can be downloaded to see the map of stations on the go and check bike and dock availability.

In 2016 there were 17280 total check outs

In 2016 there were 32 average checkouts per bike per day

Advanced operation figures:

Total number of trips	420.887
Total number of miles	1.203.708 (=1.937.180,25km)
Total number of calories burned	47.982.758
Total carbon offset	1.140.827
Car avoidance trips	112.031

CUMULATIVE SYSTEM DATA AS OF JUNE 1ST, 2016

City profile

Austin is the capital city of the United States state Texas and the seat of the Travis County. It is the 4th-most populated city (2,064,149 citizens on June 1, 2016) in Texas and one of the fastest growing cities of the whole United States.

Austin is known as the most bicycle-friendly city in Texas. There are over 80 miles (130km) of bicycle lanes all through the city. The North Loop area has the highest bicycle commuting rates with over 13% of residents that are taking their bicycle to work! Cycling is also popular among students. A survey of the University of Texas showed that 57% of the students use their bike to get to the campus.

Austin B-Cycle is Austin's bicycle sharing system, which makes it easy for people to hop on a



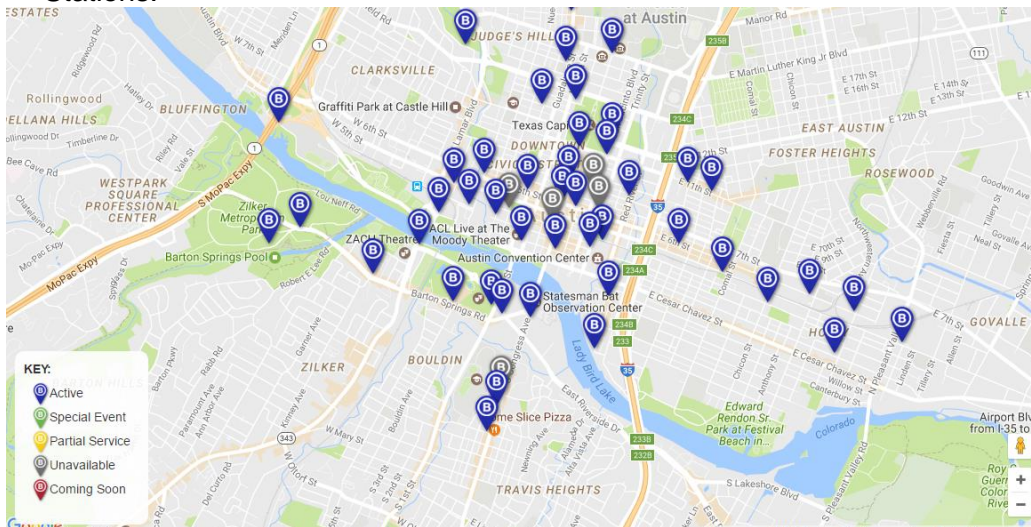
rented bike for short trips between +/- 50 stations all around Austin. It is an affordable and popular system with +/- 400 bikes. B-Cycle estimated that about a quarter of its bike checkouts replace a trip that was supposed to be made by car, based on an user survey. This means that an average of 140 trips avoided a car and used a bicycle instead per day.

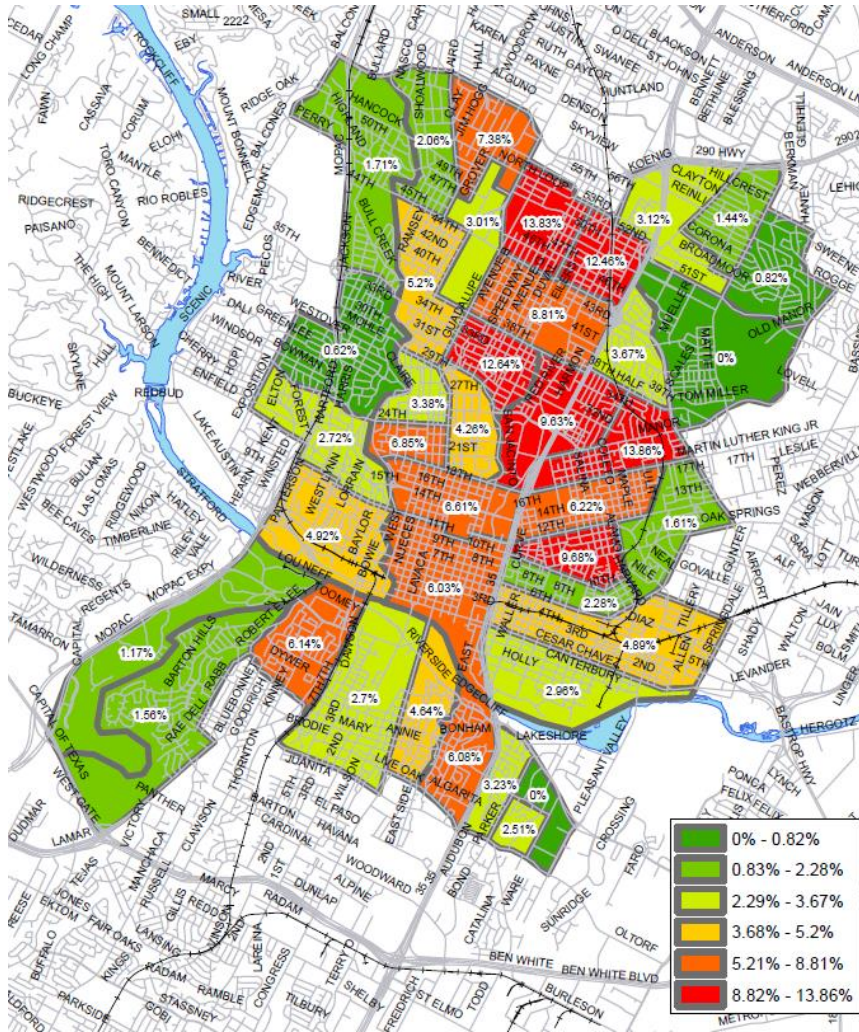
Marketing & Communication

Key messages: “B-Cycle For All!” / “Take Austin by the handlebars”

Pictures, video links and graphs:

Stations:





Bicycle share Austin. -Data Source: American Community Survey 2011 5-Year Composite (Yrs. 2007-2011)

Contact details:

Phone: 512-954-1665 (from 9am to 5pm Monday – Friday).

February 2017



About VeloCittà:

The European VeloCittà project brought together five cities that seek to improve their existing bike sharing schemes. In London (UK), Krakow (PL), Burgos (SP), Padua (IT) and Szeged (HU) the performance of the bike sharing system was enhanced through two complementary approaches. On the one hand marketing campaigns tailored to certain target groups, like students or commuters. And on the other hand adoption of operational solutions with regard to organisational and financial aspects. Also political involvement was a major element in the project. The ultimate benefit of VeloCittà is that it provides inspiration and builds capacity and knowledge in local authorities and bike sharing stakeholders to boost the uptake of bike sharing.

VeloCittà is a demonstration project co-funded by the Intelligent Energy Europe Programme of the European Commission. It had 11 project partners. It ran from March 2014 – February 2017.

For more information, questions, project outputs and reports, please visit www.velo-citta.eu or send an email to info@dtvconsultants.nl

Partners:

